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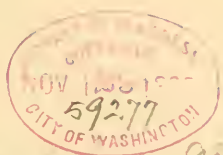
Souvenir

of the

Colonial
Lectures



A 20th Century Colony



Edward Everett Hale

on the "Colony Idea."

"Irrigation has interested me greatly since I have known anything about it, and the organization of emigration, which was the earliest public work I went into, as long ago as 1845, seems to me to be our most important home duty to this day. We ought to have some young Raleigh, or John Smith, or Miltiades, or Themistocles, who would start such a civilization as you propose."—*Extract from a letter of Dr. Hale to William E. Smythe.*

"Make this Valley full of Ditches."

"Thus saith the Lord, 'make this valley full of ditches.' For thus saith the Lord, 'ye shall not see wind, neither shall ye see rain; yet that valley shall be filled with water, that ye may drink, both ye and your cattle and your beasts.'" —*11. Kings, 3d chap., 16-17 verses.*



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MT. SHASTA AND ITS FOOTHILLS.

The Foothill Region is the favorite camping-ground of Northern Californians.

UNIVERSITY OF CALIFORNIA, SAN FRANCISCO. HISTORICAL PHOTOGRAPHIC ARCHIVE.

Re-598



HOW IT CAME ABOUT.

THE following pages speak for themselves. They tell the whole story of the colony plans, of the location selected for their application, of the results it is hoped the new community may achieve. Nevertheless, a prefatory word explaining how the matter has been brought to its present stage, may have interest and value to the reader. For behind every prospectus stand a man, an idea, and a history.

For several years past the writer has devoted himself assiduously to the study of the institutions of the western half of this continent. To his mind the conviction has come with irresistible and ever-growing force that this broad but comparatively unoccupied domain will be the scene of the twentieth century achievements of the American people. The great East is largely made. Its institutions are deeply rooted. But the masses of its people have not yet fully realized the degree of industrial independence, of social and civic equality, which they believe to be possible and desirable. It is the writer's conviction that their best aspirations will be realized first in the new West, whose institutions so largely await the creative touch of human genius. So believing, he has labored through various channels of influence to assist in arousing and organizing public opinion.

About two years ago it was determined to present some living and breathing arguments, calculated to reduce principles to visible facts. To this end the writer studied the colonies of the past, including the early English colonies in America and the creations founded by public-spirited men in various portions of the West during the past half century. Among the latter were the wonderfully interesting Mormon colonies of Utah, the Union colony of Colorado, founded in 1870 by Horace Greeley and his friends, the charming communities of Riverside, Anaheim, Pomona and Ontario in Southern California. These latter studies were made on the ground and assisted by the recollections—some verbal, some written, some published—of the founders and pioneers themselves. Foreign developments, notably those now in progress in Prussian Poland and South Australia, were carefully followed, so far as this was possible, through literature and



THE FIRST HOUSE AT PLYMOUTH.

The Idaho Colony, Inaugurated by Mr. Smythe in winter of 1894-95.

correspondence. Thus informed by the various experience of localities widely separated as to time and place, a colony suited to the average conditions of the arid region of the West was planned and presented to the public just one year ago. It was named "Plymouth Colony" and was located in the Payette valley of Idaho. The press and public treated the matter very generously, and the enterprise prospered from the start. The writer remained in active control of the undertaking until—early in June, 1895—it was turned over to a Board of Trustees chosen from among the colonists themselves.

The successful inauguration of "Plymouth Colony" brought the writer many invitations to engage in similar work elsewhere. Probably it is within bounds to say that the necessary co-operation for such a colony could have been obtained in any of the states and territories of the far West. The various suggestions were all carefully weighed, and the choice of a site in Northern California arrived at only after mature consideration and faithful study of the matter on the ground.

The natural question as to whether the new colony is a philanthropic or a commercial enterprise may be anticipated and briefly answered here. It is neither, in the ordinary meaning of the terms. A very considerable amount of capital was required to purchase the colony tract, survey and construct canals, develop plans and carry them into effect. It is not proposed to donate this capital to the colonists, but to put a price on the land that will return the capital, together with a reasonable compensation for the risk, time and labor involved in the undertaking. On the other hand, the enterprise is not commercial in the sense that large profits are sought. The prices are placed at the lowest safe figure, while the irrigation plant, village site, domestic water and electric light and power franchises are to be transferred to the people absolutely, so that no one can exact perpetual tribute from their use. It is the idea of the founders that when capital is employed it should be paid for its services, precisely as labor is paid, but that it should not expect or receive speculative and exorbitant returns.

I.—THE ASHURST INDUSTRIAL SYSTEM.

A Living and a Competence are the twin objects of the industry of average men. A living comprehends food, shelter, raiment; a competence, a surplus for the improvement of one's home, for the education of one's children, for provision for old age. The industrial system of the new colony aims to discover the means by which this desideratum may be provided for its members by a certainty as great as that of the processes of nature, or the results of mathematics.

Individual Independence is the first object of the colony on its industrial side. This can be secured by the systematic production upon each farm of what the family consumes. This policy lies at the base of the wonderful economic structure reared by Brigham Young and his followers in the valleys of Utah. Statistics show an average annual production of \$1,357.25 upon each of the Mormon farms, or a total of \$562,000,000 in forty years. Practically all the capital invested in the industries, banks and other commercial enterprises of the Mormon people, as well as in their church property, came from their small, irrigated farms and is the fruit of this policy of individual independence, secured by diversified production.

A Bill of Fare, cut at random from a San Francisco newspaper, follows. While it is not particularly elaborate or unusual in any other way, it represents a good day's living for the average family. Here it is:

BREAKFAST.

Fresh Figs and Cream.
Oatmeal. Cream.
Fried Chickens.
Hashed Browned Potatoes.
Crumpets. Cucumbers.
Coffee.

DINNER.

Puree of Peas.
Olives. Celery.
Roast Turkey, Giblet Sauce.
Green Corn. Lima Beans.
Baked Stuffed Tomatoes.
Lettuce and Green Pepper Salad.
Oranges, Nuts and Raisins.
Wafers. Cheese. Coffee.

SUPPER.

Mushrooms and Sweetbreads in Chafing Dish.
Cucumber Sandwiches.
Compote of Pears.
Layer Cake. Cheese. Tea.

The pertinent fact about this bill of fare is that every item it contains, excepting coffee and tea, can be systematically and economically produced upon the smallest irrigated farm in California. Indeed, the list can be almost indefinitely varied and extended. The average man spends between 70 and 80 per cent. of his total in-

come for the bare necessities of life. The important items of food and shelter are put beyond the possibility of doubt, without regard to panic or drought, in the case of the man who cultivates irrigated land under this industrial system.

A surplus product is essential to provide for the necessities of life, beyond food and shelter, and to furnish the hope of a reasonable competence as the reward of years of labor. In planning surplus crops, as in providing the necessities of life, the projectors of the new colony favor diversified production. They believe the best basis for a small, highly cultivated California farm is not a fruit orchard alone, but an orchard in connection with gardens of vegetables and small fruits, with fields of alfalfa, with cattle, swine, poultry, bees, and all the other elements of a general farm. The best market is the home market, and in California, as in all other Western States, these diversified productions are *imported* today,



PREPARING FRUIT FOR DRYING.
Ashurt Ranch scene.

while fruit is largely *exported*. Hence freight charges operate like a protective tariff *in favor* of the diversified products and *against* the surplus shipped East and abroad. And there is no danger that this sort of a protective tariff will ever be repealed.

Allied Industries are essential to consume the surplus product of the farms and convert them into such salable forms as the home market will readily absorb. The business plan of the new colony, which is fully described in the following pages, provides abundant capital for the erection, equipment and operation of these allied industries. The plants which it is proposed to provide as soon as the colony is organized and in a position to supply the raw material required for their successful operation are the following:

1. A CREAMERY to convert the surplus milk into butter and cheese.
2. A CANNERY to consume surplus fruit, small fruits and vegetables.

3. A STARCH FACTORY to consume the surplus potato crop.

4. A PACKING HOUSE for the production of pork and bacon.

Water Transportation to the great San Francisco market is fortunately provided by the Sacramento River, and freight rates are thus placed within the control of the colonists themselves. With abundant crops assured by irrigation, a market for all surplus products guaranteed by the presence of the various industrial plants, and cheap water transportation furnished to the place of final outlet in the San Francisco markets, it would seem, that prosperous pecuniary returns must surely be added to the certainty of a generous living.

II.—THE ASHURST SOCIAL SYSTEM.

The Social Instinct. If the first demand of each human being is for the means of earning his living, the second demand is for institutions which cater to his social instinct. The recent startling growth of great cities throughout the world bears convincing testimony



CREAMERY BUILDING.

Ready for immediate use of Ashurst colonists.

to this fact. Men and women crave neighbors and the advantages of neighborhood association. It is the aim of the new colony on its social side to combine, in the highest possible degree, the best advantages of town life with the independence and healthfulness of rural existence. Such a social plan is not possible in a region of large farms, but irrigation permits, if it does not compel, a small farm unit.

The Farm Village. In many parts of Europe where small farms are the rule the people have their homes in central villages and till the outlying lands. This plan is very generally adopted also in Utah, and has been used in several very successful California colonies. The farm village will be a feature of the new colony and the foundation of its social scheme. For this purpose a central tract of 300 acres, which will be extended if necessary, has been reserved in the center of the colony tract. The

village site is on high ground and enjoys splendid natural drainage. It is abundantly wooded with magnificent oaks, so that colonists will not generally have to wait for their shade trees to grow. The portion reserved for the park is completely covered with a growth of noble trees. One extremity of the village site commands a splendid view of the Coast Range, while from the other the towering Sierras are seen to interpose their rugged outlines, with the picturesque Lassen Buttes in the foreground and the glistening dome of Shasta in the extreme north. These conditions constitute the raw materials of



SITE OF THE ASHURST FARM VILLAGE.

one of the most beautiful and satisfying towns ever created, even in golden California. It only remains for man to do his part.

The Home Acre. Those who purchase twenty-acre farms will receive without extra charge an acre lot in the village, and those who purchase ten acres will receive a half acre lot. The accompanying map of the village site indicates the location of these two classes of lots. The acre lots will have a frontage of one hundred and

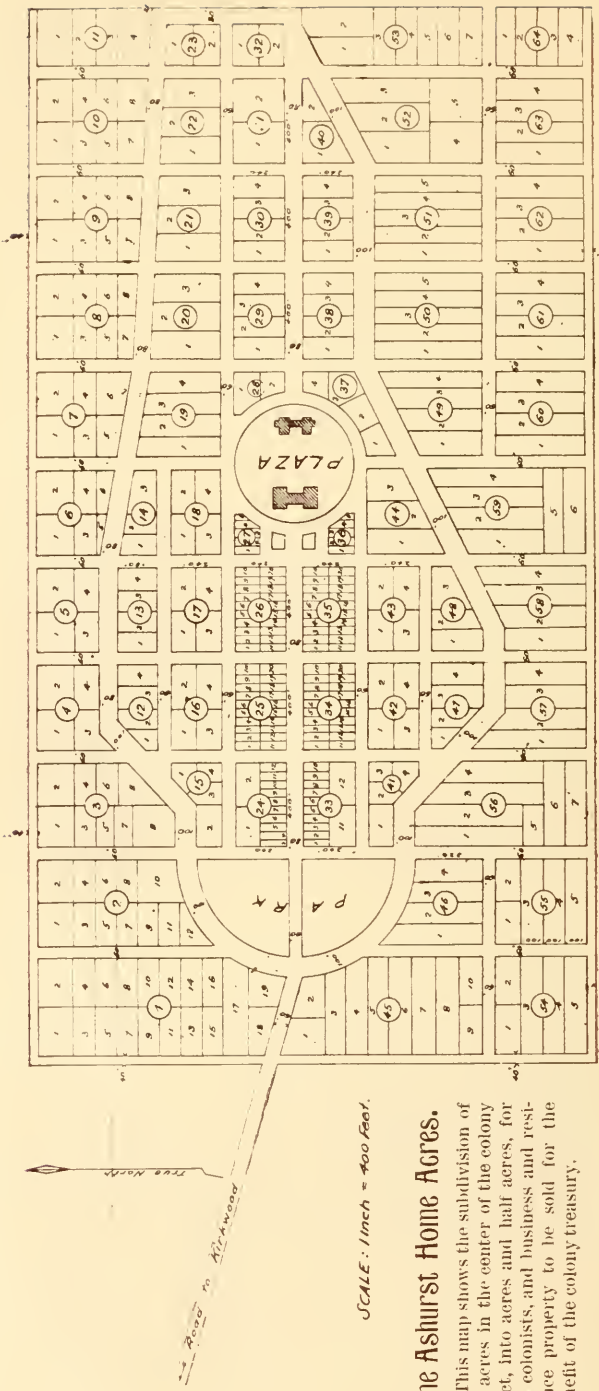
fifty feet each and a depth of two hundred and ninety feet, and the half-acre lots a frontage of seventy-five feet and a depth of two hundred and ninety feet. Both classes of lots will front on the broad circular boulevard which will extend completely around the village site. The territory inclosed by the boulevard will be reserved for subdivision into business and residence lots with a frontage of twenty-five feet and fifty feet, respectively. This business and residence property will belong to the colony company and be sold for the benefit of its treasury. Large numbers of beautiful manzanita trees are now being transplanted and placed along both sides of the circular boulevard, so that this principal residence street will immediately take on an appearance of much beauty. It is also proposed to lay out immediately a central boulevard of considerable width, running through the middle of the village site, but dividing midway in its course and forming a plaza in the shape of an ellipse. The uses of the plaza will be presently described. It is



A VISTA IN COLONY PARK.

hoped that each colonist will erect his dwelling upon his home acre, conforming to a building line to be established. In the Utah villages it is the custom of families to produce all the vegetables, berries and orchard fruits required for the family table on the home acre. In the case of the new colony, families can raise around their houses oranges, lemons, figs, olives, almonds, pomegranates and other semi-tropical productions, in addition to what is grown in Utah. It is also expected that colonists will make the most of their phenomenal opportunities to enjoy lawns and flowers throughout the year.

Schools and Churches, as well as stores and the post-office, will, of course, be close to the homes of these twentieth-century farmers. The school will be provided by the school district in the ordinary way. Lots will be given in the public park to societies desiring to erect churches. The kindergarten has been exclusively enjoyed heretofore by city children, but that is also an advantage clearly within the reach of the new colonists.



SCALE: 1 inch = 400 feet.

The Ashurst Home Acres.

This map shows the subdivision of 300 acres in the center of the colony tract, into acres and half acres, for the colonists, and business and residence property to be sold for the benefit of the colony treasury.

Proposed Village-Site.

The Village Hall. The social heart of the new colony will be represented by the Village Hall, which it is proposed to erect in the center of the plaza, on lines which will suggest, if they do not duplicate, the exterior architecture of the California building at the World's Fair. The white walls and red-tiled roof will make a charming picture in the midst of green lawns, flowering shrubs and stately oaks. The capital required for the erection of this building is provided for and described in the department of this pamphlet devoted to the business plan of the colony. The Village Hall will serve not only for meetings but for club purposes. On the first floor it will have an audience room with a seating capacity for 500 people. The upper floors will serve as club rooms, and it is proposed to recognize the New Woman with a club room of her own. During the early years these arrangements may lack the elegancies which can only be bought with money, but the essence of good-fellowship, which springs from the human heart and flourishes wherever the association of good men and women is possible, will not be absent, even at the earliest hour in the colony's history.

A Public Library will be developed and will find its home in the Village Hall. The idea of the reading club will be utilized and colonists will be able to read all the best magazines and newspapers for less than the price of one.

Musical and Dramatic Societies will be organized as soon as a sufficient number of colonists shall have arrived. This is another advantage which flows naturally from small farms and association in the village community. Few have realized the importance of this element in the social economy of Utah. Brigham Young built a splendid theater in Salt Lake City and maintained a good stock company of actors. The Saturday night dance for which he also provided, flourishes today in the remotest hamlet of his people, and, it may be added, it is invariably led by the bishop.



ONE OF THE NOBLE OAKS.

III.—THE ASHURST BUSINESS PLAN.

The Associative Principle is well recognized in business throughout the world. It provides a means by which a large number of people may combine their capital for specified objects and thus accomplish what it would not be possible or practicable for one or two individuals to do alone. Every business corporation is founded on the associative principle, and in the recent economic development of the West the principle has been successfully used by producers and small capitalists. Notable instances are the farmers' canals in many western states, the fruit exchanges of Southern California, and the stores, factories and banks throughout the Territory of Utah. None of these enterprises are co-operative in the true sense. All of them represent collections of capital subscribed by many small capitalists. The affairs of these various incorporated companies are administered by officers chosen from among the stockholders.

The Colony Company will consist of those who purchase the land. A share of stock will accompany each acre, so that the purchaser of a twenty-acre farm will also be required to purchase twenty shares of stock. As the price of stock will be \$20 per share, a total capital of \$80,000 will be available when the 4,000 acres are sold. This stock will be paid for gradually, according to terms discussed on another page.

What the Company Will Own. As soon as the colony is organized it will become owner of the entire village site and of the irrigation system. These two properties go with the land, but the village site must be paid for at the same rate as the farming land and upon the same schedule of payments. The capital of the company will thus be used for the acquirement of the village site, village improvements, and industrial plants. Every colonist will thus be a stockholder, in the same proportion which his land-holding sustains to the total area of the colony tract, in the various industries to be created, as well as in the irrigation system, domestic water supply, electric light and power plants and all other improvements.

Use of Company Funds. Careful estimates have been made in relation to the probable expenditure of the funds of the colony company. It will remain for the colonists themselves to determine the precise order and extent of their expenditures. The following estimate is made:

Capital available from the sale of 4,000 shares at \$20 per share.....	\$ 80,000
Estimated receipts from sale of village property in five years.....	20,000
	—————
Total.....	\$100,000

PROBABLE EXPENDITURES.

Village Site.....	\$10,500
Public Hall.....	15,000
Electric Light Plant.....	5,000
Streets and Parks.....	1,000
Domestic Water Plant.....	10,000
Creamery	4,500
Cannery	2,500
Starch Factory.....	1,250
Packing House.....	5,500
	<hr/>
Total	\$64,250

The above estimates are based on data that has been carefully collected from reliable sources.

The Town Meeting Idea. The first residents of the village will all be stockholders in the colony company. As the company will own and control all the improvements, its meetings will resemble the town meetings of New England, where all the public affairs are debated and disposed of on a plane of democratic equality. It is generally conceded that the New England town meeting is the purest and simplest form of government yet devised for small communities. It will be possible for the stockholders, in formulating their by-laws, to reserve as much power as they choose to themselves and to restrict their officers and directors to purely administrative functions.

The Advisory Board of the new colony will only attempt to suggest such plans as seem to its members best suited to assist in realizing the objects of the undertaking. This Board has selected the site of the colony, has considered and indorsed the plans here formulated, and commends the statements concerning the country and conditions as entirely reliable and trustworthy. Beyond this the Board does not attempt to go as a body, although certain members of it will render certain services in connection with the work of the colony. Mr. Smythe has undertaken the work of enlisting and organizing the colony; Mr. W. T. Reid and Mr. Homer Wilson will give personal attention to the business management of the enterprise until it passes into the hands of the colonists themselves; Mr J. E. Reid will assist settlers in the practical work of establishing their homes and farms, and Mr. Grunsky will have charge of the irrigation work and other engineering. Prof. Hilgard, by his thorough analysis of the soils of the colony, has already rendered a most valuable service. At the earliest possible date the colonists will be expected to organize and take the work into their own hands.

THE SITE OF THE COLONY.

The Ashurst Ranch has been for forty years one of the well-known places of the Sacramento valley in Northern California. Vina, the famous country estate of the late Senator Stanford, is exactly opposite, on the eastern bank of the river. Cam. B. Ashurst emigrated to California from Kentucky during the exciting days of the first gold era and found the broad acres of the great northern valley more attractive than the mysterious possibilities of the mines. He selected what proved to be one of the most fertile and valuable tracts of soil in all California, and there he has pursued, for more than a generation, the extensive farming methods which have characterized this portion of the State and have been alike the source of its poverty and its wealth.



THE SACRAMENTO RIVER.

Ashurst Colony on the left; Stanford Estate on the right.

The Passing of the Great Farm. The products of these great farms of Northern California have been principally confined to hay and grain, cattle, sheep and hogs. But the glory of these things in the old sense has passed away. The fall in the price of wheat, which occurred simultaneously with the development of great areas devoted to that cereal in India, Egypt and South America, undermined the foundation of the system of extensive farming, which made Northern California a land of great ranches, sparsely peopled and loosely farmed.

The Range of Production in the north is potentially as wide and varied as in the southern counties of California. It includes, of course, all that grows in the temperate zone, and in addition such semi-tropical products as oranges, lemons and limes, olives, figs and pomegranates, almonds and English walnuts. Nowhere else can the variety required for a generous table be more certainly produced from a small area.

The Soil has been the subject of the most careful analysis at the hands of Prof. E. W. Hilgard of the University of California. For this purpose thirty samples

were obtained by borings in various parts of the property. Prof. Hilgard's report forms a part of this prospectus.

Railroad and River. Freight rates and transportation facilities are intimately related to the prosperity of all western communities. This matter was borne carefully in mind in selecting the location of the new colony. The northern division of the Southern Pacific Railroad, on its way from San Francisco to Portland, passes (at Kirkwood) along the western boundary of the colony tract. The Sacramento River, which is here navigable for large river craft, forms the eastern boundary of the tract. There are two steamboat landings on the property, regularly used by established lines. The result is naturally a freight rate nearly 50 per cent lower than that enjoyed by places only half the distance from San Francisco. And even this low rate may be cut in two again if the colony should find it feasible to own or lease a small steamer or lighter for its own uses.



A STRETCH OF ASHURST FARMS.

Comparative Cost of Land. The price placed upon the colony land is lower than land of such quality, with good water right and favorable location, has been offered for sale in California in the last decade. Prevailing prices for such land in this part of the State, without water rights, are \$75 and \$150 an acre. Improved lands in the same locality range from \$200 to \$500 per acre. Choice lands in the San Joaquin Valley are held at about the same rate. But the only portion of the State which can fairly be compared to the new colony, when the industrial and social advantages to be provided are taken into consideration, are the choicest districts in the San Bernardino Valley of the South. The model colony of Ontario was planned ten years ago. Neither the soil nor climate are better than those of the new colony, while the water supply is distinctly inferior. The Ontario plan of streets and parks, while extremely attractive, is in no respect better than that proposed for this colony, yet the original price of unimproved lands in Ontario was \$150 to \$200



FIG TREES ON ASHURST RANCH.

per acre. The lands were worth it. They have returned a good interest upon the investment and have steadily advanced in value. At \$65 per acre the lands in the new colony are from three to four times as good a bargain as those in the beautiful and prosperous colony of Ontario.

The Irrigation System is supplied from the waters of Stony Creek and the canal has been constructed by the well-known San Francisco engineer, Mr. C. E. Grunsky. Title to the water appropriation and canal system will be transferred to the Colony Company without charge, and thus the water supply will be the property of the land-owners, who will administer it. This is the only satisfactory method, although in many instances the irrigation system is privately owned and water supplied upon payment of an annual rental. Irrigation has not yet come into general vogue in the Sacramento Valley. The rainfall suffices usually for the production of a wheat crop, as well as for an early crop of vegetables and berries, and for very good orchards of deciduous fruits. But for the scheme of diversified farming and intensive cultivation which forms the basis of the industrial system of the new colony irrigation is absolutely essential. It is also unquestionable that irrigation will largely increase the product of the orchards, although it should be skillfully applied to give the best result. It must be distinctly understood that a continuous supply of water for irrigation is not guaranteed in connection with the present canal system. At the point where the water is diverted a sufficient flow is certain only until July 15, although in ordinary years it continues from August 1 to 15. By a further expenditure sufficient to extend the canal to a point of perennial flow the colonists can, if they desire, have water throughout the year. It must be remembered, however, that in California the agricultural season begins in January and that reliable irrigation up to the middle of July or August will bring all crops to maturity. Alfalfa requires more water than any other product of the valley. Irrigation to July 15 will enable the farmer to cut alfalfa three times and to have a fourth

crop sufficient for good pasturage. It will also be sufficient to produce successive crops of vegetables and berries and to give the highest results in the orchards. But in order that the tables of the colony may be continuously supplied with garden products, and that their lawns and flower beds may be perennially beautiful, water must be constantly available for irrigation in the village site. This will be supplied, in connection with the domestic water system, by a pumping plant.

The Small Farm Unit prevails throughout the colonies of the West. In Utah the census showed the average size of ten thousand irrigated farms to be twenty-seven acres. In California twenty acres are amply sufficient, and E. P. Roe's dictum of "ten acres enough" applies here much better than it did to his home on the Hudson. The measure of the farm should be what the family, by its own labor, can cultivate intensively.

Colony Park. Most of the colonies established in the West have begun in the midst of sage brush desert, and for many years their people have been obliged to forego the comfort of shade trees and beautiful drives. The profusion of oaks on the site of this colony enables the people to have shade trees almost as they want them. In addition there is a beautiful natural park at the foot of the property, bordering the Sacramento River, which will be reserved for pleasure purposes. Here the shade is dense and in every direction scenes of beauty meet the eye. Colony Park is two miles from the village.



ENTRANCE TO COLONY PARK.

Wild grapevines overhang the road like a great portiere.

NORTHERN CALIFORNIA.

The Fame of California is world-wide. An Englishman recently told the writer that California is about the only State with which the European public is at all familiar. If it is well known abroad, it is still more so at home. The climate, scenery and products of California differ so materially from those of Massachusetts, New York, and Illinois that every schoolboy is acquainted with them in a general way. It is therefore quite unnecessary to describe these features at length. But when we pass from the consideration of California in general to its great northern valley in particular, there is something to be said. Recent eastern emigration has centered in the southern counties. Los Angeles is the fair capital of the



THE MANZANITA EVERGREEN.

section of California which has been most vividly impressed on our eastern imagination. And Southern California is worthy of all the praise it has received. Nowhere else in the world are the rewards of industry more evenly distributed. Nowhere else are social institutions more nearly ideal. But these things are not due to natural conditions of which Southern California has a monopoly. They are due to the superior men and women who have made their homes in that part of the State. If the wheat ranches had been in the South, and the enterprise, culture and public spirit in the North, the results which we see today in these two localities would have been precisely reversed. If natural resources counted for more than human genius, New Mexico would be far greater today than Massachusetts. But—it isn't!

An Undiscovered Country. It can almost be said that the Sacramento Valley of Northern California has not yet been discovered by the empire builders who have been making new states and communities for the last half century in the West. It is literally true that it does not possess today a single community which begins to

realize its best possibilities. Southern California, on the other hand, has a score of such communities, as Pasadena, Ontario, Redlands and Riverside. There is not a flower-bed, an orchard or a lawn in these charming communities which cannot be duplicated in many favored spots in the northern valley. The difference between the beautiful avenues and parks of Ontario, and the bare unshaded highways of many a northern town, represents not a difference of soil and climate, but of men and their ideals. The Magnolia avenue of Riverside, and the glorious gardens on Smiley's Heights at Redlands, could be transplanted to the valley of the Sacramento and never know the change. Thus, those who know Southern California as it is may also know Northern California as it shall be.

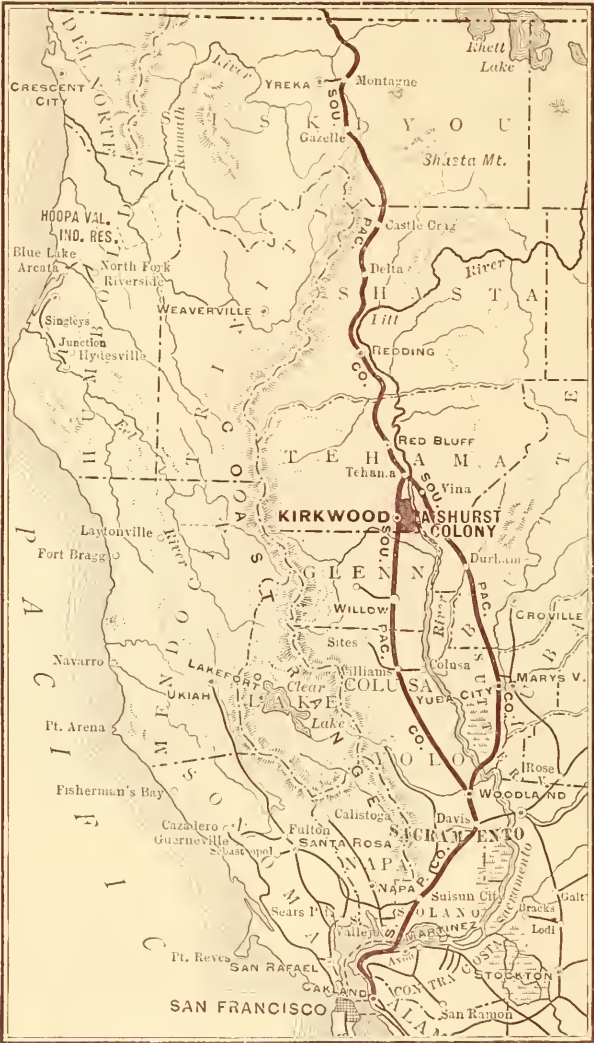


A RED BLUFF HOME, NEAR ASHURST.

Trees are Peppers, Palms, Oranges, Figs and Oleanders.

Climate. The climate of the Sacramento Valley is semi-tropical. Speaking in the eastern sense, there is no winter. That is, there are neither killing frosts, ice nor snow. In the locality of Ashurst Colony the rainy season begins usually about November 1, and continues until late in April. This does not mean that there are continuous rains, but only that nearly all of the year's precipitation comes during this period. It rains on an average about once in two weeks during that time. Plowing begins in January, but there is no month in the year when the farmer does not work in his field. The three summer months—from the middle of June to the middle of September—are very warm. The heat is not oppressive, because humidity is so largely lacking, and generally the nights are very comfortable. There are no sunstrokes, no thunderstorms or cyclones, therefore the worst effects of hot weather are not felt.

But while this is true, common sense teaches us that a country which produces oranges in January, and strawberries all the year around, is not as cool as the northeast coast of Maine in midsummer. Land agents who rep-



MAP OF NORTHERN CALIFORNIA.

resent the reverse are not telling the truth. Thousands of people leave New York city and Chicago during the heated term to seek cooler places, and many farmers in the Sacramento Valley spend a few weeks in camping among the neighboring mountains. But under the noble oaks which shade the village lots of Ashurst, and among the dense foliage of Colony Park, which is at the disposal of the settlers, it is comfortable at the hottest noon-day. During the other nine months of the year the climate is perfectly charming, except on the occasional days when the north wind blows. The wind is less disagreeable here than in most other portions of the West, but it would be untruthful to say that it never blows. It can be said, however, that there are no sandstorms and that the winds are never destructive. The summers are also hot in Southern California, and there also the norther is occa-

sionally in evidence. So that it may truthfully be said that the climate of the upper Sacramento Valley is fully equal to that of any portion of the State, with the exception of the seacoast. And even there, if one weighs the coast fog against the heat of the interior, it will be found a "stand-off." On the score of health the climate is admirable and is especially adapted to those suffering from lung or throat troubles.



AN ORANGE TREE NEAR ASHURST.

It is loaded with perfect fruit which does not show in small cut.

Products. The products which can be raised in Ashurst Colony have been incidentally referred to elsewhere. They include all the grains, berries, vegetables and fruits. It is not generally known that semi-tropical products, such as oranges, lemons, limes, pomegranates, olives and figs, can profitably be grown in the Sacramento Valley. The writer has been skeptical on the subject for years, just as everybody was skeptical about the same thing in Southern California until the case was actually proven. But he has made a most careful investigation of the subject on the ground. He has talked with many fruit-growers, scientific experts, and old residents of the locality. He has examined scores of citrus trees and gone everywhere that information could be obtained. He is thoroughly satisfied that oranges and lemons of the finest quality, as well as olives, figs and all the deciduous fruits, can be grown with certainty and profit. The industrial scheme proposed for this colony does not rest upon the production of fruit alone, still less upon the production of any single variety of fruit. On the other hand, it is proposed to have diversified production in its most varied form, and it was therefore desired to select a place where everything would grow.

Transportation Facilities. The farmer's first duty is to supply his home table. Beyond this, production is

vain without a market. And the value of that market very largely depends upon transportation facilities. There is but one railroad system in California from the Tehachapi Mountains on the south to Shasta on the north. This is not a healthful commercial condition for any country. The projectors of Ashurst Colony were therefore very particular to select a location where water transportation would minimize the cost of freight. The Sacramento River is navigable to Ashurst and twenty-five miles beyond. There is a regular line of freight steamers in actual operation and it has two landings on the property. The natural result is that railroad charges are less by nearly one-half from Ashurst to San Francisco than from points one-hundred miles farther south, where there are no water facilities. River freights are even lower, and yet these can be reduced very much indeed if the colonists desire to lease or purchase a steamer of their own. It is proposed to produce, as far as possible, surplus products that can be disposed of in San Francisco market, so that the high eastern freight may be avoided.

This Land Is Cheap. At \$65 per acre Ashurst Colony offers the cheapest irrigated land in California. Every man who has made the slightest investigation of the subject is aware of the truth of this statement. Similar lands in Southern California range from \$100 to \$400 per acre. Similar lands in this portion of California are generally held at \$100 to \$200 per acre. When sold at these prices there is usually an extra charge for water right, besides an annual water tax of \$2 to \$10 per acre. The low prices in the case of Ashurst are due solely to the fact that the interested parties are satisfied to receive a very reasonable return upon their investment, and feel an interest in the industrial and social plan, which far outweighs the commercial consideration.



CASTLE CRAGS.

Copyrighted by R. J. Waters, Photographer.



MOSS BRAE FALLS.

Copyrighted by R. J. Waters, Photographer.

The total investment required at Ashurst, however, is \$85 per acre, the additional \$20 being the subscription for stock in the Colony Company. The capital thus raised, together with the receipts from the sale of town property, will be invested in the improvements and industries. It may safely be said that the lowest price at which similar land can be obtained in California, not including a water right, is \$100 per acre. Thus the price for *land and stock together* in Ashurst Colony is \$15 per acre *less* than the price for the bare land on the cheapest terms usually obtainable. Read the list of advantages which the Ashurst colonists will enjoy in comparison with what is offered elsewhere.

Scenery. Northern California is framed in noble scenery. At Ashurst the Sacramento Valley is about forty miles wide, but the Sierras are plainly visible to the east, and the Coast Range to the west. The highest visible points of the Sierra Range are the Lassen Buttes and the giant Shasta in the extreme north. Shasta is distant more than 100 miles, but is generally visible, sometimes standing out bright and clear, blushing in the evening sun, and sometimes seen but dimly through the blue haze, like the grim specter of the vast mountain it is.

The immediate surroundings of Ashurst Colony are very beautiful. It must be remembered that the country is not in a desert state, but that it has been cultivated for grain crops and that there is a sufficient rainfall to produce some vegetation everywhere. There is a beautiful growth of white oaks scattered over the colony tract, and the spot chosen for the village is especially favored in this way. The Sacramento River, which bounds one side of the colony, is a wide, deep stream, and ranks among the most beautiful rivers in the West. Indeed, it is comparable with such rivers as the Merrimac, Connecticut and Susquehanna in our Eastern States. At this point the river is lined with a beautiful forest, which it is proposed to transform into a park for the benefit of the colonists.

Game, Fish, Near-by Resorts. There is good fishing in the river and the best of opportunities for hunting during the season. Besides a variety of small fish, the salmon is snared here in sufficient quantities to supply the home demand. Quail, prairie chickens and water fowl are very abundant. In a word, the vicinity abounds in opportunity for sport, which is at once pleasant and profitable. Such famous mountain resorts as Dunsmuir, Castle Crag, Shasta Springs, and others, are from 100 to 150 miles north of Ashurst, and are thus reached in three to five hours by rail and in two or three days by wagon. There are also nearer camping grounds in the foothills directly east and west of the colony. These are only twenty-five miles distant—an easy day's journey by wagon. There probably is no place in the country where the people are more in the habit of taking advantage of the near-by resorts than in Northern California. Every summer the mountains are full of camps and a large portion of the population enjoy the outdoor life.

The Average Man will find in Northern California the most inviting field for home-making in all the broad West. Institutions have been created in Southern California which will always make that section attractive to people of large means. But because land is cheap in the north, because the water supply is abundant and does not, therefore, involve a heavy tax, because the long seasons and fertile soil enable a family to support itself upon a very small farm, and because so great a variety of products can be raised, the North, rather than the South, will be the land of the common people. It may be predicted that another great era of development in California is close at hand, and that its scene will be the Sacramento Valley.

THE QUESTION OF PROFITS.

The profits in any business depend very much upon individual industry and skill, and somewhat upon the varying conditions of the market from year to year. It is frequently represented that a yearly profit of from \$500 to \$1,000 per acre can be realized from California orchards. These statements are essentially dishonest, because a fair average of returns cannot show such results. First of all, the colonist is sure of his living, because he collects it directly from his farm. Beyond that, he ought to realize, even when prices are low, from \$50 to \$100 net per acre above his living. This means \$500 to \$1,000 on ten acres and \$1,000 to \$2,000 on twenty acres. There will always be some men who will realize higher returns, and some years when everybody will reap phenomenal profits on account of unusual market conditions. It can truthfully be said that the rewards of intelligent industry in the colonial life of Arid America are surer and better, upon the average, than in any other form of industry that can be named.

SPECIAL ADVANTAGES AT ASHURST.

For peculiar reasons it is believed that industrious families can start in Ashurst Colony with a smaller cash capital than can be done anywhere else in California. It must be remembered that the colony tract has been conducted as a large farm for nearly forty years. It is therefore fully stocked with horses, mules, fine Holstein

A SETTLER'S HOME NEAR ASHURST.
This house can be duplicated for \$100. Two large rooms. Ample portico and piazza.



cattle, hogs, chickens and turkeys. Mr. Ashurst has disposed of the ranch to the colony syndicate and must of course dispose of the live stock. He desires to sell it to the colonists who are to live where he has made his home for more than a generation. He wants these colonists to succeed and he is willing to do all in his power to help them get a good start. He will supply them with everything they need in the way of live stock on very favorable terms. He will put low prices upon the stock and sell it on long-time payments if desired. He will go further, and take his pay for these things in labor or

products of the farms. For these reasons horses, cows, swine and poultry were left out of the following list of things to be supplied by cash. There are other ways in which colonists can economize: For instance, it is not absolutely necessary to have a brand new wagon of the latest style. There are quantities of old wagons in the neighborhood which can be obtained for almost nothing.

Here are some other special advantages offered at Ashurst Colony and not likely to be duplicated elsewhere:

Free wood for fuel for first three years.

Free pasturage for stock for the first year.

Feed at San Francisco prices, less freights.

Meat, lard, etc., at less than San Francisco prices.

Lumber for building at cost on the land, guaranteed to be less than San Francisco or Sacramento prices.

Employment at current wages most of the time, which may be paid for in cash or in feed, lumber or other necessities.

The above are extraordinary offers and it is possible to make them only for these reasons: First, the colony tract has been a great farm and all these things are produced there. Second, the owner has a sentimental interest in seeing his property divided among a class of industrious, successful, small farmers, and is willing to make special inducements in order that this may be speedily accomplished.

COST OF STARTING A HOME.

It is difficult to lay down a rule which will apply to everybody in estimating the amount of capital required to make a good start in the new colonial life. The matter depends very largely upon individuals. Some of the most successful settlers in the West have started with almost nothing. There are other instances of people who have started with considerable and failed. In the case of Ashurst Colony it is imperative that a family shall be able to make the first payments on land and stock. Beyond this the expenditures will be determined by individual taste and thrift. The following is a careful estimate of the necessary expenditures:

	20 Acres.	10 Acres.
First payment on land.....	\$325.00	\$162.50
First payment on stock	100.00	50.00
House.....	100.00	100.00
Fencing	20.00	10.00
Stable	25.00	25.00
Implements	100.00	100.00
Total,.....	\$670.00	\$447.50

The above covers only expenses which must necessarily be paid in cash. It will be noticed that there is no mention of horses, cows, hogs, or poultry in the above list.

COMPARE THIS WITH OTHER CALIFORNIA PROPOSITIONS.

It is hardly necessary to urge people who are thinking of moving to California to make the closest comparison between what is offered by Ashurst Colony and by other California propositions. People will do this any way because it is a serious matter to move one's home, especially if one's capital is small, and no prudent colonist will do so until he has made the most careful study of the various opportunities open to him. Here are some of the things Ashurst offers which are worthy of special consideration:

The easiest terms of payment.

The lowest interest on deferred payments.

An irrigation system given with the land.

Government of the colony by the colonists themselves.

Absolute freedom from the control of water and land corporations.

Water transportation from the farm gate to the great San Francisco market.

The lowest prices at which good general fruit land is offered on the Pacific Coast.

No annual water taxes, except as the land-owners themselves may make assessment for repairs.

All the allied industries required for the consumption of the surplus crop, and ownership of these industries by the producers themselves.



GROUP OF WOOD-CHOPPERS AT ASHURST.

THE SETTLER'S FIRST YEAR.

KIRKWOOD, Oct. 28, 1895.

Mr. W. E. Smythe,
Chicago, Ill.

DEAR SIR:—Your letter of the 21st inst., received. In answer to your questions of what a man could expect to acquire from a 20-acre irrigated farm in our colony the first year, I would say that he could only expect such income as he could realize out of his vegetables which he would raise.

He could probably sell enough vegetables to pay the expenses of a small family and plenty for the family use besides. He could also realize \$100.00 or \$200.00 on poultry.

But the second year he would have a larger income as he could have his alfalfa from which he could either sell the hay or feed it to cows, hogs and poultry and realize from the products of the stock.

The second year he might also raise strawberries, which yield wonderfully well in this country and most always find a ready market.

The third year his fruit would probably commence bearing, then he might realize a very good income.

He would realize, say, \$250.00 from alfalfa, \$100.00 on fruit, \$150.00 on poultry, and if he kept swine and cows, he might realize more, and as his fruit trees and alfalfa fields grow older he could expect a much larger income.

Respectfully yours,

J. E. REID.

TERMS OF PAYMENT.

Price of land, with perpetual water right, \$65.00 per acre.

Price of stock (one share of stock to each
acre imperative)..... 20.00 per share.

LAND PAYMENT.

One quarter on signing contract.....	\$16.25
One quarter April 1, 1898.....	16.25
One quarter April 1, 1900.....	16.25
One quarter April 1, 1901.....	16.25
Total.....	\$65.00

STOCK PAYMENTS.

	A share.
Cash on signing contract.....	\$ 5.00
January 1, 1897.....	5.00
January 1, 1898.....	5.00
January 1, 1899.....	5.00
Total.....	\$20.00

Interest on deferred Land Payments, **5 PER CENT.**

Interest on deferred Stock Payments, **NOTHING.**

GOOD FAITH.

We found the condition of soil, climate and water supply more favorable than represented.—From report of Chicago Committee to last year's Plymouth Colonists.

QUESTIONS AND ANSWERS.

1. Is the map of the colony tract ready, so that selections of farms and village lots can be made at once?

Ans. Yes. The map can be seen on application to J. E. Reid, at Kirkwood, California, or at the Sherman House, Chicago.

2. Is the colony to be co-operative?

Ans. This question requires two answers: 1.—Each colonist will be sole proprietor of his own farm and residence property and can conduct them with absolute independence. 2.—The public utilities, such as irrigation canal, electric light and domestic water supply, and also the several small industries, such as creamery, cannery, starch factory and packing house, will be jointly owned by the colonists by virtue of the stock they will have purchased in the colony company. The disposition and management of these properties will rest entirely with them. They can sell them, lease them, or operate them through superintendents, as they think best. This is not co-operation in its true sense, but the familiar association of stockholders in a corporation.

3. Will abstract of title be furnished free?

Ans. Yes.

4. Are there any buildings on the colony tract now?

Ans. Only the farm buildings of the old ranch.

5. Are there any settlers there now?

Ans. There is a small community at Kirkwood, which adjoins the colony on the west and is two miles from the Ashurst village site. Settlers are just beginning to arrive at the new colony.

6. Can colonists obtain any employment in the neighborhood?

Ans. Yes, Mr. Ashurst will furnish employment at wood-chopping and other ranch work and pay in provisions, live stock, or cash, as the colonist prefers.

7. How small a tract will be sold?

Ans. Five acres.

8. How far is the colony site from San Francisco?

Ans. 175 miles.

9. What is the price of alfalfa?

Ans. \$4.00 per ton in the stack.

10. Will there be any facilities for instructing settlers in methods of irrigation and horticulture?

Ans. Yes. It is proposed to employ an expert superintendent and to illustrate by experimental farms the highest methods adapted to the conditions of Northern California. J. E. Reid is a notably successful horticulturist and will give settlers the advantage of his knowledge and experience.

11. What about fuel for heating and cooking purposes?

Ans. Fuel will be furnished free for three years, or can be obtained in exchange for labor, or can be had from the colonist's own place if he chooses the wooded land.

QUESTIONS AND ANSWERS.

12. When will the colony start?

Ans. Everything is ready for individuals to begin their work at once. The campaign for colonists is now under way in Chicago, New York and Boston, and it is probable that the colony organization will be effected by March or April. It is hoped to formally dedicate the colony in the autumn of 1896. Plowing begins in California during January, and perhaps the fall of the year is the best time for a family to go there.

13. Are there any railroads?

Ans. The Oregon & California R. R. (Southern Pacific System) runs through the western edge of the colony tract, about two miles from the village site. Freight steamers touch regularly at two landings on the colony property and this competition gives low freight rates.

14. Do purchasers have to pay for irrigating water?

Ans. The irrigation system will be deeded outright to the colony company. Hence there will be no charge for water rights and only the small annual cost for repairs and administration, to be determined by the colonists themselves.

15. Are there any houses to be rented.

Ans. No, but a house that will answer very well for the early years can be built for less than the annual rent of a respectable city tenement.

16. What kind of people will compose the colony?

Ans. As a rule, thrifty people from the commercial, professional and skilled trade classes—people having a capital of \$1,000 per family and upwards—are attracted into colonies of this sort. There is always a sprinkling of people from the farms and a certain percentage who go on account of their health. The undesirable elements of city population are *never* attracted by these plans.

17. How far is the land from the Sacramento River?

Ans. It begins five miles west and runs to the river bank.

18. Is land ready for irrigation, or is considerable expense necessary to get it under cultivation?

Ans. Most of the land has been farmed in grain. Hence there is no sage brush to be cleared. The land lies well for irrigation. Some portions of the tract are covered with oak and other trees which must be cleared. The owners will undertake to clear such land for one-half the wood, or the colonist may clear it himself as he prefers.

19. To what extent is alkali found?

Ans. There is none.

20. What is the cost of obtaining well water?

Ans. About \$50.00 if the labor is hired, but if a sufficient number of colonists go together to provide for the domestic water supply at the beginning there will be no need of wells.

21. Is the country subject to sand storms?

Ans. It is not. See paragraph on climate in page 20.

QUESTIONS AND ANSWERS.

22. Can a bicycle be used?

Ans. Yes, you can bring your precious wheel. The roads are good and in three hours you can ride to the piney woods in the foothills of the Coast Range, or of the Sierra Nevada.

23. How deep is it to water?

Ans. Twenty feet.

24. What is the name of the county?

Ans. Tehama.

25. What is the source of supply for irrigation?

Ans. Stony Creek, one of the tributaries of the Sacramento.

26. Is it healthy?

Ans. It is the warm, dry climate of semi-tropical California to which thousands of invalids are sent every year by their physicians.

27. How about fleas and mosquitos?

Ans. There are practically none of either, according to the testimony of the residents. During a considerable stay the writer tried hard to discover these insects, but failed. Even in the dense woods along the river there are practically no mosquitos. The locality seems to be outside the mosquito belt.

PROF. HILGARD'S REPORT ON THE SOIL.

The Sacramento Valley covers many thousands of miles of level alluvial lands drained by the Sacramento River and bordered on the east, north and west by broad and somewhat higher bench and undulating and rolling red and yellow clay lands; the so-called foothills lying against the mountain slopes. The respective foothill lands of the Sierra on the east and the Coast Range on the west, differ from each other in some respects, because of the different rock strata from which they were derived; but both are highly esteemed for the production of fruit, and in the lower portions, of grain.

On the west side of the Sacramento River the Coast Range foothill lands cover nearly the entire valley, reaching north from Stony Creek to Redding.

The Colony Tract lies within this region at Kirkwood, Tehama county, reaching eastward from this village to the Sacramento River; and embraces undulating uplands, level bench lands and a belt of rich alluvial loam along the river.

The banks of the river, consisting of alluvial silt, are for the most part quite precipitous because of the washing of the current, and rise generally some fifteen or twenty feet above low water. The bed of the river is firm with masses of gravel and cobble stones, the water clear and deep and the current moderately rapid. The banks afford good steamboat landings in high and low water seasons, and thus easy transportation facilities are afforded either by water from this point, or by rail from Kirkwood, to Sacramento and San Francisco.

A general view of the Tract presents a broad and level central plain or bench land, timbered with oaks, and reaching from Kirkwood to the broad belt of river bottom land already mentioned; on the north and south this bench land is bordered by undulating uplands.

The Tract is therefore conveniently described under these regional divisions: *River alluvial lands, Bench or*

sediment lands, and Undulating uplands with its subdivisions. The whole tract is susceptible to cultivation. Many representative samples of the soil of each region were taken to a depth of one foot, and the subsoil to two feet, and submitted to an examination in the chemical laboratory; the results are given in the following special descriptions.

THE BENCH-LAND OR SEDIMENT LAND.

The central portion of the Colony Tract is, as has already been said, a broad and level region covering about 3,000 acres, or about one-half of the entire area; it has a gentle slope from Kirkwood toward the river, and Dry Creek (dry throughout most of the year) has cut a narrow channel from four to six feet below the general level. The land in general is above any overflow and is covered with a fairly thick growth of white oaks, some of them having diameters of from two to four feet, and interspersed with much smaller oak growth and with some manzanita bushes on the northwest. The soil is a yellowish loam or sediment varying but little in character to a depth of many feet. Sections of wells dug in this land to a depth of eighteen feet to water show this soil alternating with thin beds of gravel at intervals of a few feet. The soil itself is more or less gravelly, and in places the gravel has accumulated by washings sufficiently to cover the surface.

The soil is easily tilled and should be very productive in crops suitable to it and the climate, for an examination of the samples taken show it to be well supplied with potash and phosphoric acid (two of the chief elements of plant-food) together with a moderate percentage of lime. A portion of the land has been under cultivation in wheat and is said to have yielded finely. A small orchard of several varieties of figs, apples, etc., on the place of Mr. Ashurst is doing well. The figs especially have a luxuriant growth.

THE UNDULATING UPLANDS.

On the north and south sides the bench-lands are undulating or slightly rolling, entirely treeless and all surface rises some fifteen or twenty feet to uplands which are under cultivation. They cover an area within the Colony Tract of about 900 acres on the north and 100 on the south. The lands embrace three distinct classes of soil, viz., a yellow, calcareous clay loam adjoining the bench land, black adobe or stiff clay in the swales of the northern tract, and red clays of the higher lands in the extreme northwestern part of the Tract.

The calcareous clay loams cover the southern uplands and about 500 acres on the north, and lie from five to fifteen feet above the bench-lands. The soil is gravelly, but not enough so to affect its tillage or productivity. It is calcareous and well supplied with lime and potash; it has also one-tenth of one per cent of phosphoric acid, which is a good average. The land is therefore rich in all the elements of plant-food and highly productive, probably next to the alluvial land. It is easily tilled and apparently suited to both orchard and vineyard growths as well as cereals. Oranges should do well on this and the red clay soils.

The black adobe appears in the swales or depressions between the upland ridges and covers many acres. It is perhaps the most northerly occurrence of that class of black adobe soils that cover large areas in the counties to the south. It is very stiff, black in color, cracks open in dry seasons and is rather difficult to till. It has a depth of about four feet and is underlain by the clay loam described above. It is impervious to water and springs of water issue from the western hillsides just

potash, lime and phosphoric acid and very productive in certain crops, adapted to such soil.

The red clay lands lie in the extreme northwestern part of the Tract and cover about 300 acres. They reach further north toward the mountains and probably represent the true red clay lands of the western foothills, though the latter are often very much more clayey.

The soil is more or less filled with gravel and is very deep. It doubtless underlies the clay loams and the lower bench-lands, as clays said to be similar to it were struck at eighteen feet in the well on the place of Mr. Ashurst near the river, and penetrated forty feet to water-bearing gravel.

The soil is a reddish sandy clay, more clayey than the calcareous loam described above, and is rather stiff, becoming plastic on wetting; it is, however, easily tilled. Examination shows it to contain about one-tenth of one per cent of phosphoric acid, while lime and potash are also abundant. It is, therefore, well supplied with necessary plant-food for the present and should be highly productive.

CONCLUSIONS.

Considering, then, the Tract as a whole, I would say that I regard it as presenting very favorable features for the location and support of an agricultural colony. With very few minor exceptions it is all cultivable, easily tilled (excepting, perhaps, the adobe) and deep. It is easily drained and ground water is apparently more than fifteen feet below the surface.

Then, too, the soils are well supplied with those elements which we regard as of vital importance to the growth and productiveness of plants, except perhaps nitrogen, which can be supplied by green-manuring or otherwise.

R. H. LOUGHBRIDGE,
Asst. Prof. Agricultural Chemistry,
University of California.

I have examined the soil samples taken by Dr. Loughbridge on the Colony Tract; and having full confidence in the correctness of his observations, I fully concur in the opinions expressed in the above report regarding the agricultural value of the lands in question.

E. W. HILGARD,
Prof. of Agriculture and Director of California
Experiment Stations.



AN ALL-THE-YEAR-AROUND LAWN.

THE ASHURST ADVISORY BOARD.

William E. Smythe, Chairman, has been identified with the championship of irrigation and colonization for a number of years, and has, perhaps, contributed more than any other man to the popular literature of the subject. His work on the platform, and through the medium of the National Irrigation Congress, has been widely acknowledged, and the New Plymouth Colony, which he inaugurated in Idaho during the winter of 1894-95, attracted more attention than any similar effort since the founding of Greeley, Colorado, in 1870.

William T. Reid, formerly president of the University of California, at Berkeley, founder and present head of the famous Belmont School for boys at Belmont, California, ranks among the first educators in the country. Few men have studied the conditions of home-making in California with higher or better trained intelligence than President Reid. In giving his approval to the plan of Ashurst Colony he has studied the matter not simply from industrial and ethical standpoints, but practically as well, and with a view to actual conditions on this particular tract, which he has conscientiously examined.

E. W. Hilgard fills the chair of Agriculture at the University of California and is also director of the Agricultural experiment stations. He is universally recognized as the highest authority on the soils of the Pacific Coast. The name of Professor Hilgard stands for the best and highest ideals in agriculture and horticulture. His comprehensive report on the soils of Ashurst Colony is printed elsewhere.

Homer Wilson, a successful business man, has made a special study of the industries related to the products of the soil of the Pacific Coast. He is manager of an important group of creameries, and has extended his studies to the practical details of operating and managing canneries, packing houses, and beet sugar factories. His knowledge and experience in these lines will be of the highest value in developing the allied industries of Ashurst.

J. E. Reid has been engaged for years in the business of raising and shipping California fruits. He has been notably successful in this line of business, and for this reason his service to the colonists as a member of their Advisory Board ought to be of the highest value. He has arranged to devote his time to this work exclusively during the first few years of the colony development, and is now at Ashurst, prepared to assist settlers in selecting and planting trees and developing their farms.

C. E. Grunsky ranks among the first irrigation engineers on the Pacific Coast. He is in charge of the construction of the irrigation system at Ashurst, and also of the work of subdividing the property. He will advise concerning the development of the village tract, domes-above it. Analyses show these adobes to be rich in

tic water supply and electrical plant. In the practical work he has the assistance of Otto Von Geldern, who also ranks high as a civil engineer.

Cam. B. Ashurst was one of the early pioneers of Northern California. He has lived for forty years on the place which has now become the site of the most notable colonial effort in California. He knows every foot of the ground, and his knowledge and long experience will serve as a ready fund of information for settlers. Deeply attached to the place which has been his home for forty years—the place where his children were born, and which has been the scene of his successful business career—Mr. Ashurst not unnaturally desires that every colonist shall be successful, and is ready to devote his time freely to this end.

STANFORD'S CHOICE.

Senator Leland Stanford had all California to choose from in selecting his country estate. He chose a place in Northern California on the Sacramento River, exactly opposite Ashurst Colony.



A GLIMPSE OF COLONY PARK, ASHURST.

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CHICAGO NEW YORK BOSTON

1895—1896

MR. SMYTHE WILL LECTURE
IN . . .

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